



## **Lensmaking Tips from the pros**

**A little ebook from us to you  
Valentine's Day 2009**

## Happy Valentine's Day, Squidoo lensmasters!

At Squidoo, **we heart you**. Big time. Oh yeah. This year, we're showing it by sharing some red hot ideas with you. We asked some of our top lensmasters to share their top tips for newbies and veterans alike. This little ebook is a collection of their best insights and stories for Squidoo success.

We hope you like it, and that it comes in handy when you go to make that next lens (or 10). So with out further ado, we present our gift, from us to you.

When you're done reading, if you like, why not share the love and forward it to just one friend who you wish would make a lens, but hasn't tried it yet. Make sure they see our "[49 ideas for great lenses](#)" too, to help them imagine just a few reasons for making lenses. Just warn them, it's addicting!

Hugs,

**Kimberly Dawn Wells**

Your Community & Charity Organizer  
and the rest of the SquidTeam



## **Five things you should do, right now (visit your My Profile tab in the dashboard)**

1. Your password is your insurance policy! Make it alphanumeric and change it often. Unauthorized access to your lenses = bad. Strong passwords = good.
2. Love how other lensmasters' bio pages look? Go to your Profile tab in the Dashboard, and set this stuff up under More About Me.
3. Want your readers to be able to email you if they detect a typo or opportunity, or have questions? Turn Contact Me on.
4. If you intend on getting paid cash for your lens royalties, you need to double-check your PayPal address. [Learn more here.](#)
5. Squidoo plays nice with Twitter and Facebook. Hook up your social accounts at the bottom of this tab.



## **Creating time-sensitive and holiday lenses** ~ by WebSpinstress

I recommend focusing on your time-sensitive and holiday lenses as early as possible –several months before you know the topic will gain interest again. If you start early, you allow yourself enough time to promote your content both within and outside of Squidoo without feeling rushed and frustrated.

You can give time-sensitive content life all year round by including relevant information that is consistently searched for. For example, my [Unique Romantic Gifts, Ideas, and Loving Gestures](#) lens includes popular search terms, ideas, and products for Valentine's Day, but also serves as a creative romantic reference for anniversaries and birthdays.

An additional lens built around this concept is [Halloween Party Décor](#). Each party theme on this lens includes popular home decor products and decorations that I know are searched for and purchased throughout the year, not just on Halloween. ;-)

This tip brought to you by our pro, [WebSpinstress](#)!



## **Putting the spotlight on your moneymakers**

~ by RMS

I've found that when recommending products on my lenses, less equals more. That's why I love the Amazon Spotlight module. The Amazon Spotlight module provides a larger image of your chosen product making it stand out better on your page.

When you use the Spotlight module be sure to add a really specific and personal review of the product you are featuring. Tell the reader why you recommend the item and why they need to get one of their own.

For a good example of how this works take a look at my [Best Panini Sandwich Recipes](#) lens. On the lens, I tell my readers that they will want a good panini press to help them make better panini sandwiches. I give them only one recommendation, the DeLonghi Retro Panini Grill and I tell them why I like it. I could have listed every panini grill that Amazon sells but then how could I stand behind them all? Really, who needs more than one panini grill in their kitchen? No one. By recommending only one grill, I become someone who my readers can trust when I say that I like the product and use it myself. Of course you can offer your readers more choices using some of the other Amazon modules along with the Spotlight module, but when it comes to

selling products from my lenses I find that the ones I personally recommend far out sell the products I offer on the side.

And in case you are wondering, I'm happy to report that I've sold many, many DeLonghi Retro Panini Press Grills!

This tip brought to you by our pro and Giant Squid Mentor, [RMS!](#)



## **Lenses are like relationships** ~ by Ener-G

The beauty of Squidoo is that even as a newbie I've been able to make a big difference in my online presence. Squidoo has given me the opportunity to learn from some of the best Web 2.0 experts around the world. Although Squidoo offers specific ways that a person can bring greater awareness to a website or make more money, I actually took the roadmap or philosophies of Squidoo (or what I understand of it anyway) and applied them to one of my own products. It was more successful than anything I've ever done yet. And I'm only scratching the surface of what Squidoo is all about! My roadmap to date is showcased in this lens: [Squidoo Is The Best of Web 2.0](#) and my product is a mentoring program called [Experience Personal Growth | Discover Your Soul's Purpose.](#)

One of my biggest lessons that I learned in the past year of Squidooing is that lenses are like relationships...the best ones aren't one-night stands. Lenses do better over a longer period of time AND you better really like what your lenses are about because you'll continue to work with them every month. On the other hand, don't be afraid to create some lenses that are just for your own enjoyment or benefit. I created a lens to

showcase all the lenses and links that I wanted in one place to develop my craft of Squidoo. I added some fun music videos, family photos and other random stuff just for myself. I don't promote it or expect anyone to ever visit. It's my own little happy place!

This tip brought to you by our pro and Module Mentor, [Ener-G](#)!



## **Write for people, and other quick tips** ~ by Spirituality

Just about all the advice I give lensmasters amounts to this: Think about your audience. Write for people.

If you are writing a lens, first look to see whether what you have to say adds something to what's already online on that topic.

If you are going to join a group, join one that is interesting for more than just lensmasters. If you are going to make a group: [make a group that will be useful](#) for people online AND lensmasters.

If you are going to promote online, promote in such a way that the people who come across your promotion won't be too annoyed.

If you are going to blog, blog in such a way that you have a specific target audience. Don't blog about all your lenses on one blog – that would only likely interest other lensmasters (and only a bit). Blog about your main topic on a specific blog meant for people who are interested in that topic. Blog about Squidoo elsewhere. People interested in dogs

aren't likely to have much in common with people interested in spirituality, for instance. So if you have lenses about both those topics, promote them separately.

I've made several lenses about how to [make your lens look good using CSS](#), but I use CSS sparingly myself. The Squidoo platform looks great out of the box – [use HTML and CSS](#) only to make your message clearer. Make sure your content is worthy of an audience FIRST and only then think about how to make it look even better.

This tip brought to you by our pro, [Spirituality!](#)



## Four fast ideas for awesome lenses

*~ by clouda9*

- Find something to make people laugh. They will visit, share, and return for more! (See her [Menopause Laugh lens](#).)
- Think of a comfort food, write about it from the heart and your experience, share the recipe, plus add pictures. I am a firm believer that pictures are especially important with food lenses. [This is my fav](#) in reference to pictures on my lens about eggs.
- Don't be a fake – meaning give feedback and stars when someone really 'deserves' them. If you are stumped, leave a few kind tips or simply move on. I think it is worse to give false or negative encouragement.
- Think outside the box. Be willing to give, start something, imagine, dream...that is what Squidoo is all about!

This tip brought to you by our pro, [clouda9](#)!



## **Don't give up**

~ by bdkz

Being a Lensmaster can be a challenging job. Most people have other responsibilities and life often times gets in the way of lens making. In [Best Squidoo Tips](#), bdkz tells this story:

"If you truly believe you have a good lens keep going. I myself almost gave up back in April of 2007. I had made 30 lenses and about \$5.00. I was getting discouraged. Then in May my [Star Wars Fan Site](#) lens got picked as "Lens of the Day". I was thrilled! I got more inspired and started improving my old lenses and started making new ones. I found my niche (everything Pop Culture) and went full speed ahead. By August 2007 my payday was \$97.80. I have since grown my niche to include How-to lenses like [Zazzle 101](#), a lens which has spent over 125 days on the Top 100 list. When I first started with Squidoo I never would have imagined getting where I am now, I never gave up!"

### **Take some advice from Thomas Edison:**

*"Genius is 1% inspiration, 99% perspiration." Now that's some good advice! Edison was a pioneer for inventing the Phonograph. Seth Godin is a pioneer for "inventing" Squidoo. You can be a pioneer for "inventing" a lens.*

Squidoo allows people to build a world of creativity, knowledge and fun. It's a community that you will be proud to be a part of and a journey that will be full of many surprises. Becoming a Giant Squid is just the icing on the cake. So get inspired and start building those lenses! Before you know it you'll have your 50 quality lenses and be able to swim with the Giant Squids...and you get a cool badge to boot!

This tip brought to you by our pro and Giant Squid Organizer, [bdkz](#)!



## **Bring it on home**

~ by Joan4

When I started with Squidoo, I made a lens about my home town of Pendleton, SC. I have not lived there in over 40 years, but Pendleton is a [beautiful historical small town](#), worthy of a lens!

As I continued badgering my sister Nancy about joining Squidoo, and as the comments on my Pendleton lens got longer and longer, with notes from locals, fun memories, and lots of conversations. Nancy finally agreed to take some of the load off that lens and create another one. Since that time she has told Pendleton's story to the world, and her beautiful lenses have become the place to go for news of events around Pendleton.

For a small town without a newspaper, Squidoo is a great way to keep people connected to Pendleton events. With her Facebook account, Nancy has connected with the younger folks in Pendleton (we are both senior citizens) and now has a following of younger folks for her

Squidoo updates. Here are some of Nancy's lenses about Pendleton:

[Pendleton Happenings](#) -local events and notices

[Pendleton](#) -general information about Pendleton

[Pendleton Businesses](#)-featuring Pendleton businesses

[Antique Photos of Pendleton](#) --this one has a sequel !

[Pendleton's annual Spring Jubilee](#)

[Friends of the Park](#) -featuring a local park /playground that was  
built by the townspeople

Written by our pro, and ohme's sister, [Joan4](#)!



## **What NOT to do** by ChefKeem

How to Simultaneously Get Your "Ex" Back, Make Millions and Lose Weight Overnight - with Acai Berries (Free Samples!)

CLICK HERE!!!!!!!!!!!!!! YOU OWE IT TO YOURSELF TO TRY THIS!!!!!!!!!!!!  
DON'T MISS OUT ON THIS LIMITED TIME OFFER!!!!!!!!!!!!!! BUY NOW!!!  
(And then - for good measure:) CLICK HEEEEEEEEEEEEERE!!!!!!!!!!!!

You laugh now, because you recognize \*that\* person. Yet, every day we see new lenses like this pop up. What are they thinking?

My guess is - some people discover "internet marketing" through online hype and get caught up in the artificial excitement. Then, they copy. And paste. Like millions of others. How remarkable is that? Not.

My own, seemingly unrelated life experience serves as a metaphor for this kind of behavior. After years of indulging in my own vices, I finally "got it". Unfortunately, I also became an instant "missionary". I went on a "crusade" to save ALL souls around me - not realizing that most of these folks were already light years ahead of me in terms of personal development.

What can I learn from this?

Whenever I find something new that excites me so much that I want to tell the world about it - I don't. I stop, breathe and "Google".

This method of pausing, thinking, planning, and researching before

publishing can (and should) be applied to all online projects - Squidoo lenses, forum posts, blogs, ezine articles, etc...

P.S. Let go of your “ex”, be happy with your current weight, and don’t eat any unripe berries (free, or not)!

Written by our pro, [ChefKeem!](#)

That's it.

That's the end of the ebook.

Except it's not.

Now it's up to you to go make some new lenses!  
We can't wait to see what you've got up your sleeve.  
Your fans are waiting.

[Get started now.](#)